

bandwidth one-way link. When a background client agent dials in and loads the envelopes addressed to it, it will discard envelopes already processed, and will FTP download any files it requires that have not been received by satellite.

File Broadcast Protocol

FBP is a protocol used over the satellite to send files. Unlike FTP, FBP sends a file without assuming responses or acknowledgments are returned. This is a proprietary protocol, as no industry standard broadcast protocol exists. Refer to *File Broadcast Protocol Specification*.

Data Flow

Data will flow through the system, from production to consumption, as follows:

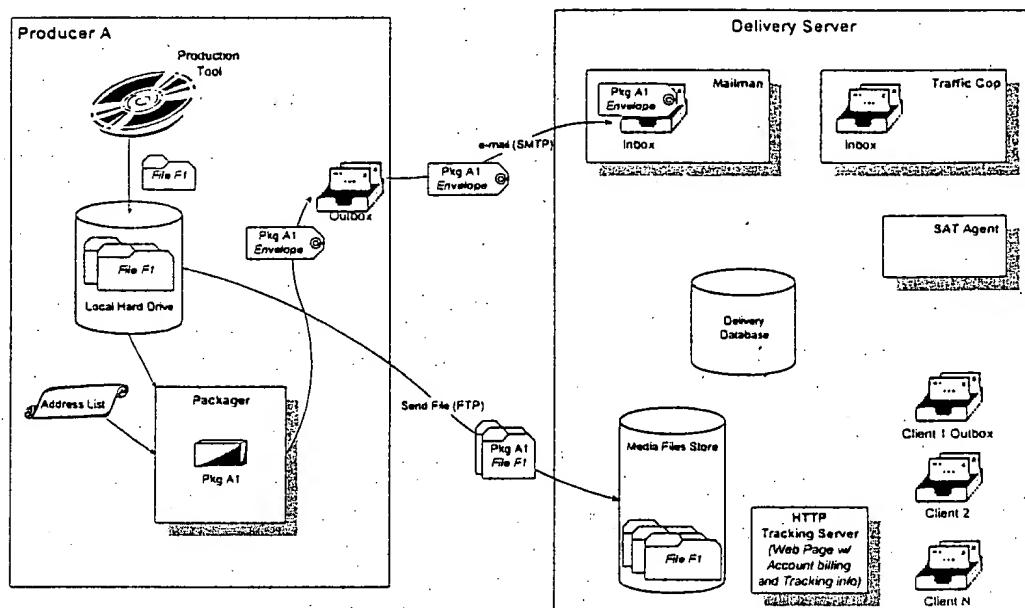


Figure 3 - Data Flow: Production and Submission

Step 1: Production A producer begins by recording his media. For radio-spot delivery, the media will be ISCII identified audio cuts. Third-party production tools can be used for this production. ExpressNet will also provide simple authoring tools as needed (e.g. Audio recorder, Video Capture, etc.).

Step 2: Packaging As per their contract, a producer then builds a package of media spots. The "Packager" will have different requirements as to what completes a package (traffic instructions, audio spots, etc.) Content requirements (if any) are based upon the type of package.

Step 3: Addressing The package can next be addressed. Addressing may take place after submission, but the Delivery Server will not forward it until it has been addressed. The producer will be presented a list of unique client names from both a "global" address list and a "private" list. The global address list is read-only and updated from the server. Both lists group the clients. The "private" list may be modified and saved. Clients from the private list that are not on the global list will be drop-ship mailed and will not be